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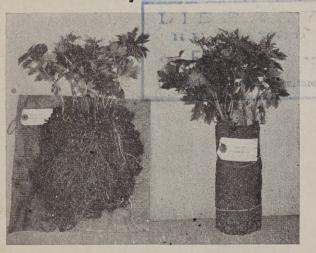


Richards Gardens

America's Largest Growers
of

Fine Untransplanted Perennials

Offers
1941's Outstanding Values
To Make Your Garden Dollar
Buy More



READY TO GROW FOR YOU

Our plants are Super-Packed in the most modern manner and are guaranteed to arrive in perfect condition. All orders are sent prepaid. Prices in this book are all you pay.

OLD HOMESTEAD BRAND
PERENNIAL SEEDLINGS * HARDY PHLOX

RICHARDS GARDENS

On U. S. No. 131

PLAINWELL, MICHIGAN

MAKE YOUR GARDEN DOLLAR BUY MORE HERE

Six years ago we first introduced our Perennial Seedlings to retail buyers. The response was immediate and far beyond our expectations. Growers appreciated the Unusual Values we were giving in these high quality field grown untransplanted plants. Year after year the many hundreds of satisfied customers came back again and again for more, and told their friends about the quality of our plants. Each year we have increased our seedling beds until now we are the Largest Growers of Untransplanted Perennial Plants in America.

Consider that you get one dozen of our fine seedlings for about the price you would pay for two ordinary field grown plants and you get an idea of the saving you can make by buying Richards' Garden plants. Remember, these are not flat grown green-house seedlings, but well rooted, healthy field grown plants.

PLEASE NOTE

At least one-half dozen of any one variety must be ordered as our prices will not permit handling orders for lesser amounts.



The photo above shows a view of part of our acres of perennial seedling beds. Over 10,000,000 highest quality plants ready to grow and bloom for you. Sure to please and economical to buy.

SEND YOUR ORDERS EARLY

Make out your order and send it now while you are planning your garden. We will ship your plants at the proper time, and you will be assured of having plants just when you want them.

FREE PLANTS

We will send you absolutely FREE two dozen, your selection, of any of the plants described in this catalog, retailing at not more than 55 cents per dozen, with every order of ten dozen or more plants selected from this list. Another reason why your Garden Dollar Buys More at Richards' Gardens,

Heavy Rooted, Untransplanted **Perennial Plants**

1 CI CHINIAN 1 MINES	D	TT-16
TA DIEWY	-	Half
VARIETY		Doz.
ACHILLEA (Yarrow), Filipendula, Parker's Variety.	\$.75	5 .40
Good yellow color and grows to a height of 4 to		
5 feet. Excellent for perennial bed backgrounds.		0.0
AGROSTEMMA, Mullein Leaf Pink	.55	.33
Deep blood red flowers borne in abundance dur-		
ing June, July and August.		
ALYSSUM ARGENTUM (Gold Dust)	.55	.33
Similar to Alyssum Saxatile, but grows taller		
and blooms two weeks later.	,	
Saxatile Compactum (Gold Dust)	.55	.33
Excellent plant for the rockery or for borders.		
Bright, clear yellow flowers are borne in large		
clusters in early spring. Grows 12 inches tall.		
ANCHUSA		
Barrelieri	.75	.40
Bright blue flowers with white and yellow cen-		
ters. Blossoms come the middle of May and		
remain for a long period.		-
Myosotidiflora	1.00	.60
Beautiful perennial which flowers in May and		
June. Clusters of blue blossoms resemble forget-		
me-nots. Very desirable as it is dwarf and does		
well in sun or shade.		
Italica Dropmore (Alkanet)	.55	.33
Grows to a height of 6 feet, making it an excell-	.00	
ent plant for backgrounds. In June it bears an		
abundance of true gentian blue flowers which		
are fine for cutting.		
ANEMONE		
	.75	.40
Pulsatilla	.10	.40
shaped blooms appear very early in spring be-		
fore foliage comes. An excellent plant for the		
low perennial border or the rockery.		
AQUILEGIA (Columbine)		1
Colorado Rainbow Mixture	.55	.33
The native Colorado Columbine. One of the		
best loved perennials offered in a glorious rain-		
bow mixture. Sure to please you in every way.		-
Caerulea, Mrs. Nichols	' .55	.33
For those who want an Aquilegia of rich blue		
color we recommend this variety. Large, long		
spurred blooms of excellent deep color over a		
long season.		

Michigan City, Ind., Sept. 27, 1940

Richards Gardens, Plainwell, Mich. Gentlemen: Your plants arrived today. The term "Seedlings" is a misnomer. You should say "Plants." husky ones! Really it is silly for a person like myself to even try to put seed into the ground, (unless from some choice stock for propagating), and try to compete with a firm that is so well specialized as your firm must be. My whole hearted thanks to a guy who knows his business.

Respectfully,

Orville C. Coughlin.

AQUILEGIA (Continued)	Per 1	
VARIETY	Doz.	
Clematiflora	.55	.33
Excellent bedding variety. Noted for the large		
size and clear soft mixed color of its blooms.	.75	40
One of the newer introductions and one which we	.10	.40
highly recommend. Long spurred and has the		
new, dark satiny crimson color. An especially		
profuse bloomer.		
Dobbies Imperial Hybrids	55.	33
A long spurred variety which is unequalled for		
wide range of color and sturdy growth. Grows		
to a height of 18 to 24 in. A very choice variety.		
Long Spurred Blue Shades	.75	.40
Large flowers of exquisite blue colorings with		
extremely long spurs. Heavy bloomer.		
Longissima	.75	.40
One of the finest of all Columbines. Blooms of		
large size, clear yellow color and exquisite quali-		
ty. Colorful and easy to grow.		
Also in field grown transplanted plants, 20c ea.;		
Long Spurred Type	.55	.33
Fine long spurred variety noted for the wide		
variation of color which ranges through the blue shades. Excellent for cutting.		
Mrs. Scott Elliott's Hybrids	.55	.33
Unquestionably the finest existing strain of Aq-		.00
uilgeias. Large flowers of exquisite colorings		
with extremely long spurs.		
Silver Queen	.75	.40
An excellent variety loved for its silvery white		
blooms and finely formed florets.		
Snow Queen	.75	.40
A striking and beautiful variety. Pure white		
with long spurs.		
ARABIS ALPINA (White Rock Cress)	55.	.33
A splendid creeping rock plant which seldom		
reaches over 12 inches in height. Bears masses of		
small white blossoms in early spring. Foliage		
is ornamental balance of year.		
ARTEMISIA		
Silver King	.55	.33
A striking contrast plant which is valuable for	.00	.00
is valuable for its foliage. Light silvery gray		
color makes it desirable for mixed bouquets. We		
offer these in well rooted cuttings.		
ASTER (Michaelmas Daisy) Alpinus Goliath	.55	.33
Semi-dwarf in stature as it grows about 15 in-	.00	.00
ches high. Large blooms of a soft blue shade		
are borne profusely in June. Unexcelled for		
lower front plantings.		
Beauty of Ronsdorf	.55	.33
Sturdy, rapid grower, branching freely and pro-		
ducing an abundance of large lilac-rose colored		
flowers in May and June.		

VARIETY	Per	Half
ASTERS (Continued'	Doz.	Doz.
Star of Eisnach	.55	.32
Splendid large flowering variety with blooms		
often measuring over 4 inches across. Color is a		
bright lavender-blue with yellow centers. Blooms		
during May and June.		
Wartburg Star	.55	.33
Get this variety if you love flowers of a clear		
shimmering light blue color. A sturdy grower		
very free blooming.		
AUBRIETIA (Purple Rock Cress)		
Graceful in growth and delicate in coloring are		
these dwarf plants which grow and trail among		
the rocks or along the borders. We offer the		
following varieties:		
Deltoides	.55	.33
Tiny blossoms of a beautiful lilac color will add		
charm to your rockery.		
Graeca	.55	.33
Vigorous grower which bears charming violet		
colored blooms in abundance.		
Hybrids, Large Flowered	.55	.33
Come in mixed colorings. Desirable for borders		
where gay color is wanted.		
Leichtilinii	.55	.33
Flowers of good size are borne in abundance.		
Delicate coloring which will delight you. Ex-		
cellent rock plant.		
Rosea Grandiflora	.55	.33
Exceedingly free blooming. Masses of rosy pink		
blooms on dwarf plants. Fine for borders.		
BLEEDING HEART, 3 to 5 eye divisions25c ea.,	2.50	1.40
The old fashioned plant which our grandmothers		
loved so well. Deep pink heart shaped flowers		
hang from branches of a sturdy plant. Long		
blooming period and foliage is ornamental.		
CAMPANULA (Blue Bells of Scotland)		
Carpatica (Dwarf Hare Bell)	.55	.33
Dwarf variety which rarely exceeds 9 inches in		
height. Bright blue bell shaped blooms make it		
much desired for rock garden or borders.		
Persicifolia Blue	.55	.33
The true perennial variety, growing 2 ft. high.		
Fine for cutting.		
Persicifolia White	.55	.33
Same as above but bells of a clear pure white.	.00	.00
Medium (Canterbury Bells)		
The favorite with all flower lovers. An old		
variety of flower of which we never tire. We		
offer the following varieties, all of which are of		
the cup and saucer type.		
T .		

Oklahoma City, Okla., Oct. 15, 1940 Richards Gardens, Plainwell, Mich. Gentlemen: We wish to thank you for your prompt attention to our order of recent date for perennials. We received these plants Saturday and want you to know we were very well pleased with them. I am sure you will be receiving more orders from us in the near future. Yours very truly, W. E. Rey & Son

		** **
VARIETY		Half Doz.
CAMPANULA (Continued) Blue	.55	.33
Loads of bells like blue flowers.		
Double and Single Prize Mixture	.55	.33
Plants covered with mixed colored bells.		
Light Blue	.55	.33
Soft light blue bells completely cover the plant.		99
Pink	.55	.33
Each plant a picture with its load of beautiful shell pink bells.		
White	.55	.33
One of the favorites because of its white bells,		
which are borne freely.		
CARNATION GRENADIN (Hardy Carnation)		
Very desirable plants to add to your garden be-		
cause they are fine for cutting and bloom freely.		
Richly scented and brilliant colorings. Bloom in		
June.		
Golden Sun	.55	.33
Golden yellow, fragrant and admired for its		
growing and blooming habits. Pink	.55	.33
For those who want a clear, rich shell pink	.00	.00
carnation we recommend this one.		
Red	.55	.33
Brilliant color, sweet fragrance and profuse		
blooming habit make this desirable.		
White	.55	.33
To make your color range complete this beauti-		
ful white should be added.		0.0
CATANANACHE CAERULEA (Cupid's Dart)	.55	.33
Excellent for bedding purposes and for cutting. Grows to a height of 2 feet and bears blue		
daisy-like flowers in profusion during June, July		
and August. The blooms may be cut and dried		
for winter bouuets.		
CENTAUREA MONTANA (Perennial Batchelor		
Button)	.55	.33
A perennial variety of one of the best loved		
old fashioned flowers.		
CERASTIUM Tomentosum	.55	.33
Sometimes called "Snow on the Mountain."		
Light silver colored foliage which, when planted		
in masses, gives the appearance of patches of snow. Small white blooms in spring. Dwarf.		
CHELONE BARBATA COCCINEA (Shell Flower)	55	99
Grows 4 feet high and much admired for its	99	.33
bright scarlet and yellow blooms.		
		40.0
Gentlemen: Des Moines, Iowa, My order of seedling perennials arrived this morning	day 13	erfect

My order of seedling perennials arrived this morning in perfect condition. As it is my first experience in ordering seedlings from your firm I was astonished at the size and strength and perfect condition of the plants. I want to register my apprecation.

Emma Case Moulton

St. Paul, Minn., Sept. 17th, 1940

Richards Gardens, Plainwell, Mich.

Dear Sir: I do so want to thank you for the fine plants you sent me.

I know they will bring much pleasure to the children and myself next summer.

Very sincerely.

Mrs. Kate Tripp. The Childrens' Home Society of Minnesota

	Per	Ha'f
VARIETY -	Doz.	Doz.
CHEIRANTHUS (Wallflower)		00
Allonii Golden Bedder A new strain having bright golden yellow flowers. Grows only 1 foot high, making it ideal for bedding purposes. Blooms during June and July.	.55	.33
GIANT CHINESE LANTERN Loved for its brilliant orange red pods which are	.55	.33
so useful for gay winter bouquets. This is the Giant variety having lanterns up to 2 inches in diameter. Furnished in strong layers.		
	-	
Chrysanthemums		
Korean Hybrids, 55c per doz., 33 c per ½ doz.		
Something new in Chrysanthemums now offer		
in seedilngs. These will come in mixed colori		
and in single, semi-double and double forms. Ea Field grown plants 20c ea., \$2.00 per doze		
\$1.10 per one half dozen.	At.	
Cushion Mums		
The plants which have enthused flower grow	vers	
over the country because of the hundreds		
flowers which each plant bears. They be	-	
flowering in August and produce masses of blo		
until frost. No garden complete without a of these.	iew	
Pink Cushion Bronze Cushion Red Cush	hion	
White Cushion Yellow Cushion		
30c each, 7 for \$2		
NOTE: Korean 'Mums may also be potted in t colorful winter house plants.	he fa	ll for
COREOPSIS		
Double Sunset (New Gold)	.75	.40
New variety which bears large, double flowers		
of rich gold color. Fine for cutting. Plants are		
hardy and easily grown. Lanceolata	.55	.33
The best known Coreopsis. Golden yellow flow-	.00	.00
ers make sparkling bouquets.		
Lanceolata Grandiflora	.55	.33
This variety runs about 60% double. Their	.00	.00
sturdy growth and sparkling color make them		
valuable additions to the Coreopsis family.		
Lanceolata Aureculata Superba	.55	.33

.75

.40

Deep yellow color with a hand of brownish yel-

Rich golden yellow blooms of large size. Strong

low surrounding the center disc.

Mayfield

AN A DATABAY		Half
VARIETY	Doz.	Doz.
DELPHINIUM Belladona, Improved Cliveden Beauty	.55	.33
A strain which we heartily recommend. Beautiful soft, light blue color.		
Bellamosum	.55	.33
Famous for that rich, dark blue color. Large spikes on strong stems.		
Blackmore and Langdon Hybrids One of the best strains. Long and graceful spikes are closely covered by largest individual florets. All clear blues with many charming color variations. Vigorous.	.55	.33
Chinese	.55	.33
Highly recommended for cutting or for garden display. A graceful habit of growth and loosely arranged flower spikes of deep blue add to its beauty.		
Elatum Hybridum Indigo This variety is noted for having a color of True Blue. Beautiful for any planting.	.55	.33
Lamartine	.75	.40
A new variety which boasts that color so rare in flowers, the real Gentian-blue. One of the finest cutting varieties and sure to please you if you want the best.		
Wrexham Hybrids	.75	.40
DIANTHUS		
Alwordi Beautiful carnation and pink hybrids. Double	.55	.33
and single mixed colors. 18 inches high. Barbatus (Sweet William) An olu fashioned flower which bears sweet,	.55	.33
clove-scented flowers in early June. Perfectly hardy and good in any planting.		
Latifolius Atrococcinus	.55	.33
Deep crimson blooms on stout stems which reach a height of 15 to 18 inches.		
Midget Mixed Dwarf and colorful,	.55	.33
Newport PinkBeautiful salmon pink shade	.55	.33
Sweet Wivelsfield	.55	.33
Mixed colors. Flowers are single in form. This is the ideal variety for the rock garden or border and is fine for mixed bouquets.	.00	.00
Turkey Red Loved for its brilliant coloring	.55	.33
Caesius (Cheddar Pink) Large rose colored flowers on stems which arise from dense tufts of steely-blue foliage. Useful	.55	.33
for rockery or edging. Bloom in July.		

VARIETY		Half
DIANTHUS (Continued)	.55	Doz.
Double Mixed Clove Pinks The old fashioned hardy pinks which bring back memories of our grandmother's garden. Richly fragrant, hardy and do well anywhere.	.00	.33
Highland Queen Rose Hybrids	.55	.33
Plumaris Cyclops	.55	.33
Spring Beauty Giant sized, double flowers typically carnation in size and form. Colors cover wide range and are sure to please you.	.55	.33
DIGITALIS (Foxglove) Giant Shirley Hybrids This elegant strain grows 6 to 7 feet high, making it ideal for tall backgrounds. Wide color range and habit of growth.	.55	.33
ECHINOPS RITRO (Globe Thistle) A showy plant with thistle-like habit of growth. Quantites of globular, metallic flowers may be cut and dried for charming winter bouquets. Grows 2 to 3 feet high.	.55	.33
ERIGERON, Speciosus Hybrids	.55	.33
Hardy perennial flowers growing about 3 feet high. Each stalk bears great numbers of rosy lavender flowers about 2 inches across. Semi-double petals are in layers around a yellow center.	.00	.00
GAILLARDIA		
For hardiness and quantites of blooms the Gaillardias are unequalled.		
Burgundy A Gaillardia with brilliant wine-red flowers of large size. Stems are long, making them ideal for cutting. Blooms from June until Fall.	.55	.33
Dazzler Large flowering type with blossoms of bright golden yellow, centered by a disc of rich maroon red. Prolific bloomer.	.55	.33
Goblin A true dwarf Gaillardia that should be in every garden. 12 to 15 inches high and each stem is topped by a large deep red bloom. Is very showy and flowers are produced in abundance over a long period of time.	.55	.33
Dear Sir Los Angeles, Calif.,	April 2	3. 1940

9

Dear Sir

This is to thank you for the nice plants you sent and the condition in which they arrived due to most efficient packing. Best packing I ever had from the east and plants in the best condition. All growing line, no loss.

E. Eisenhart.

Gentlemen:

The plants I ordered from you came in excellent condition and have done well. You certainly know how to pack them for shipment. They are healthy, thrifty plants, and I am well pleased with my first order from you.

Lincoln, Nebr., June 8, 1940

Average Property Property

9

VARIETY	Per	Half
GAILLARDIA (Continued)		Doz.
The King	.75	.40
deep red centers edged with petals of gleaming		
Gold. Sturdy in growth.		
Portola Hybrids	.55	.33
Extremely large flowering strain. Coloring		
ranges from reddish-bronze to deep gold. Excellent for cutting.		
Tangerine	.55	.33
Large flowering variety which is particularly	.00	.00
showy, due to its brilliant tangerine color. For		
bright spots of color this variety is unexcelled.		
GEUM		
Noted for their bright colored flowers which are		
especially effective in small vases or for table decoration. Dwarf in growth (12 to 16 inches		
high) fine for bedding or borders.		
Lady Stratheden	.75	.40
Large double blooms of rich golden yellow.		
Noted for its ever blooming habit, as it blooms		
nearly all summer. Fine for cutting and a truly		
splendid variety.		4.0
Mrs. Brashaw Exactly like Lady Stratheden described above	.75	.40
except that the flowers are an intense fiery red		
in color. Unequalled for brilliant color spots.		
GYPSOPHILA (Baby's Breath)		
Most noted of all perennials for its delicacy of		
bloom. For use in mixed bouquets and for gen-		
eral attractiveness it has no equal.		
Paniculata	.55	.33
Dense, spreading bushy type which reaches a height of about 3 feet. Quantities of tiny white		
flowers completely hide the plant when in full		
bloom. Foliage is fine in texture and ornamental		
in rock garden or border.		
Paniculata Snow Flake	.55	.33
An improved strain of Gypsophila which is favored because of its double flowers and the		
abundance of bloom. May be cut and dried for		
winter bouquets.		
Snow White Double	.55	.33
Grows 2 feet high. Flowers are snowy white		
and a great percentage of them are double. An excellent cutting variety and admired by all		
growers.		
HELENIUM		
An outstanding plant which produces hundreds		
of bright colored blooms during its blooming		
season. Beautiful as a cut flower and equally		
fine for bedding or borders. Bigelovii	E.E.	.33
Richly colored, golden yellow flowers with black	.55	.00
centers.		
10		

VARIETY		Half
HELENIUM (Continued)	Doz.	
Riverton Gem Deep gold suffused with crimson which changes to solid red as the blooms age. Grows 3½ feet high and blooms from August until October.	.55	.33
HELIOPSIS (Hardy Zinnia)		
Valuable for cut flowers and noted for their hardiness and fine color. Plants have good habit of growth with strong erect stems.		
Lemoine Strain Blossoms resemble a double sunflower. Color ranges from deep gold to orange.	.55	.33
Scabra Zinniaeflora Large golden yellow blooms which are semi-double in form.	.55	.33
HELIANTHEUM (Hardy Sun Rose) No plant is more beautiful or colorful for the rock garden, border or wherever a dwarf plant is desired. Their multitude of bright shining flowers add charm wherever used.		
Multabilis Mixed	.55	.33
These are hybrids and run a wide color range of white, rose and yellow.		
HIBISCUS (Giant Mallow) For tall backgrounds or for specimen plants the hibiscus is unequalled. Their deep green foliage, erect canes and quality of bloom make them truly desirable. Hardy and easily grown.		
Mallow Marvel	.55	.33
quantites of large, bell shaped flowers. Blooms often measure up to 6 to 7 inches across. Red or pink.		
HOLLYHOCK	.55	.33
Always a flower of much sentiment is the Hollyhock. No flower is more closely associated with our memories of home and grandmother's garden. We have selected the varieties listed below as being the best of all the Hollyhocks and know you will be pleased with them.		
Appleblossom Scarlet Beauty Chater's Prize Souvenir Mixtur Colorado Sunset Sulphur Yellow Deep Rose Triumph Mixed Imperator Mixed Orange Prince Newport Pink Red		
Lilac Beauty Maroon		
IBERIS (Hardy Candytuft)		
The Iberis has a distinct place in every rock garden and is especially desirable wherever a dwarf plant with almost evergreen foliage is desired. Plants rarely exceed 8 inches in height, are hardy and attractive		

are hardy and attractive.



The Home of Richards' Gardens, Plainwell, Michigan



The Home of Untransplanted Perennials

A Familiar Landmark to Travelers on U. S. 131—The Red Brick Tavern—The Old Homestead—Famous For Its Excellent Chicken and Steak Dinners—Just North of Plainwell, About Half Way Between Kalamazoo and Grand Rapids—Visitors Are Always Welcome At Any Time. Millions of Plants in Bloom Throughout the Summer.

THE WORLD'S FINEST DELPHINIUMS

The Famous Vetterle and Reinelt Pacific Hybrids

Richards' Gardens enjoy the reputation of not only being America's Largest Growers of Perennial Seedlings, but also of producing some of the finest Pacific Hybrid Delphinium Seedlings it is possible to secure.

Per Half

producing some of the intest racine right beight	1110111	
lings it is possible to secure.	Per	Half
NAMED VARIETIES	Doz.	Doz.
GALAHAD SERIES	\$1.25	.70
Clear white flower spikes of enormous size with		
well spaced flowers. Good branching habit.		
GUINEVERE	1.25	.70
Light pink lavender with white bee.		
KING ARTHUR	1.25	.70
Brilliant royal violet with white bee.		
SUMMER SKIES	1.25	.70
Clearest light blue with white bee.		

SPECIAL OFFER

12 each of the above, \$4.00; 6 each of the above, \$2.25.

This elegant strain of Delphinium is almost beyond description. Flower spikes 3 to 5 feet long closely packed with individual flowers from 2 to 3 inches across; many are double, some semi-double, some single. The plants are resistant to mildew and stems are wiry and strong enough to resist high winds. These plants are strong, well rooted seedlings from seeds sown in May, last year.

	Per	Half
PLANTS BY COLOR		Doz.
LIGHT BLUE	\$1.00	.60
DARK BLUE	1.00	.60
LAVENDER & PASTEL	1.00	.60
GIANT WHITE	1.00	.60
MIXED SHADES	1.00	.60

SPECIAL OFFER

12 each of the above \$4.00; 6 each of the above, \$2.25.

VARIETY IBERIS (Continued)		Half Doz.
Sempervirens Very dwarf with attractive foliage. White bloom in May.		.00
Gibraltarica	.55	.33
Dwarf plant with evergreen foliage. Masses of pale lavender blooms in early spring. Desirable for edging.		
IRIS KAEMPFERI (Japanese Iris) One of the most stately and regal of garden flowers. Ornamental foliage and large colorful blooms on erect stems. Mixed colors.	.55	.33
IRIS SIBIRICA (Siberian Iris) Unexcelled for use in landscape planting and for taller backgrounds. Grow to m height of 3 to 4 feet and a well developed clump will be envied by all who see them. An excellent variety for cutting ms the blooms keep well in water. Mixed colors. LATHYRUS LATIFOLIUS (Hardy Perennial Sweet	.55	.33
Pea) White, Pink, Red	.55	.33
LAVANDULA VERA (Lavender) The real Sweet Lavender used and grown by our grandmothers. Grows to a height of 18 inches and all through July and August bears exquisitely fragrant blue flowers. LIATRIS (Blazing Star or Gay Feather) One of the most useful of the taller growing perennials. Do well in any type of soil and thrive under adverse moisture conditions.	.55	.33
Pycnostachya Flower stems rise to a height of 5 to 6 feet, each bearing a foot long spike of rosy purple bloom. Makes a striking bouquet. Also field grown plants, 20c ea., \$2.00 per doz.	.55	.33
Scariosa, Autumn Spire A new introduction to the Liatris family. A very superior type with extremely large and long flower spikes borne in abundance. Very hardy.	1.00	.60
Scariosa, White Same general description as above except flower spikes are white plumes. Also field grown plants at 35c each; 3 for \$1.00.	.55	.33
LILIUM		
Tenuifolium Often called Coral Lily. Reaches meight of 1½ to 2 feet. Blooms 2½ inches across of intense brilliant scarlet.	.55	.33
Gentlemen: I received my plants, they are out and growing nicely. enough about them. They are the finest plants I have ever Mrs. E. Mabry	pril 26, : I can't seen.	1940 say

V. I D.W.W.		Half
VARIETY LINARIA DALMATICA (Perennial Snapdragon)	.55	Doz.
Noted for free blooming habit and excellent for		
cut flowers. Attractive green foliage and flowers of creamy yellow color.		
LINUM PERENNE (Perennial Hardy Flax)	.55	.33
Attractive fern-like foliage. Each morning you		
have an abundance of charming light blue flowers for cutting, as the plant blooms from May to		
August. Grows 21/2 feet.		
LOBELIA CARDINALS (Cardinal Flower)	.55	.33
A native perennial which does exceptionally well in moist-shady places. Tall erect stems with		
bright red flowers through August and Septem		
ber. Ideal for bright masses of color.		
LUNARIA BIENNIS ALBA (Honesty or Peter's		
Penny)	.55	.33
Much in demand for its silvery white seed pani-		
cules which produce artistic effects when used		
in bouquets.		
LYCHNIS (Catchfly)		
An old artistic perennial which has been culti		
Noted for their brillancy of color and hardi-		
ness. The ideal plants to liven up the colors		
in your border.		
Chalcedonica (Maltese Cross)	.55	.33
Vivid scarlet flowers in flat heads, borne over an		
extremely long blooming period. Exceptionally hardy and just the plant to create spots of color.		
Grows 2 feet high.		
Viscaria Splendens	.55	.33
Grows to a height of 1½ feet. Brilliant red		
bloom produced over a long season. Brighten		
your plantings with some of these fine plants.		
MARTRICARIA (Feverfew) Much used for bedding purposes. Free bloom-		
ing habit and compact growth recommends it for		
general use. Foliage ornamental and strongly		
scented.		
Ball's Double White	.55	.33
We recommend this as the best because it is the		
only fully double flowering pure white strain. We guarantee 98% true to description.		
MYOSOTIS ALPESTRIS (Forget-me-not)	.55	.33
Reaches a height of only 12 inches and univer-	****	.00
sally loved for its charming clear blue flowers.		
Ideal for the rockery or for edging walks or		
beds, etc.		
NEPETA MUSSINI (Ground Ivy) Neat, compact, bushy plants with gay-green fo-	.55	.33
liage. Reach height of about 12 inches. Cov-		
ered with masses of pale lavender-blue flowers		
all throught the spring and occasionally during		
the summer. Scented foliage and blooms.		

.33

.55

NIEMBERGIA Hippomanica

Low border plant which reaches a height of only 5 inches and bears great quantites of small dark blue flowers. Very attractive and very hardy.

SPECIAL! RICHARD'S PANSY PLANTS

In response to many requests we are this year offering for the first time Pansy Plants. We offer four groups of mixed colors in nice heavy rooted plants which will start to grow at once. SUPER SWISS GIANT MIXTURE-Large flowering mixed. SUPER SWISS MAPLE LEAF MIXTURE-Large flowering mixed with attractive foliage.

SUPER SWISS DWARF MIXTURE-Large flowering, dwarf JUMBO MIXTURE-Large flowering, colorful mixture.

Your choice of above 30c per dozen, postpaid 1 dozen of each variety, 48 plants, for \$1.00, postpaid.

OENOTHERA (Evening Primrose)		
Youngii	.55	.33
Sturdy plant with large shiny leaves from which stems arise to a height of about 2 feet. Quantities of beautiful lemon-yellow blooms from June to October. Desirable for borders or beds.		
PAPAVER NUDICAULE (Iceland Poppy)		
Brilliant color throughout the summer. Neat		
in habit with their tufts of light green foliage from which slender stems arise, each topped by a bright colored cup shaped flower. For the sunny border or clumps of color in a bed these will delight you.		
Yellow Wonder	.55	.33
Buttercup yellow blooms measuring about 4 inches across on stems 1½ to 2 feet high. Keep well when cut.		.00
PLATYCODON (Chinese Bellflower or Balloon Flower	-)	
Early Giant Blue	.55	.33
Extra large flowering and of a superb shade of rich blue. One of the showiest and most unique of garden flowers due to their odd balloon like buds which open into bell shaped blooms.	•00	.00
Grandiflorum Blue	.55	.33
Grows to a height of 2 feet with large showy blue blossoms which appear throughout the sum- mer. Splendid plant for hardy perennial borders.		.00
POLEMONIUM CAERULEUM (Jacob's Ladder)	.55	.33
A very showy, free flowering plant for the perennial border. Large deep blue flowers in abundance during May and June. Grows 2 feet high. Very hardy.		
Keene, Virginia Oc	f 7th	1040

Richards Gardens. Plainwell, Mich.
Gentlemen: The seedlings I ordered recently arrived today and never before did I see plants so healthy as to their roots and packed so carefully. I feel sure I am to be pleasantly surprised next summer when they are in bloom. No wonder you have a large business and I have no reason to shop anywhere else for perennials. Your directions for planting are most helpful and I don't know when I have been so well pleased with any purchase I have made before.

Sincerely Mrs. T. H. Lewis. Keene, Virginia, Oct. 7th, 1940 Sincerely.

Mrs. T. H. Lewis.

VARIETY		Doz.
PYRETHRUM (Painted Daisy)		
For general usefulness, beauty, color, hardiness and ease with which they can be grown, the		
Pyrethrums are in a class by themselves. Their wide color range, tall erect stems, attractive foliage and excellence for cutting make them es-		
sential to all beds.		
Robinson's Hybrids	.55	.33
An outstanding new strain which is noted for the exceptionally large size of its flowers and length of stem. Superb coloring in rose and pink shades.		
	==	.33
As described above, but in brilliant red and scarlet shades.	.55	.00
		20
Roseum Hybridum	.55	.33
Stems are strong, making them ideal for bou-		
quets. Bloom in May and June and are very		
free flowering.	per per	9.9
Atrosanguineum	.55	.33
An excellent strain featuring various red shades.		
Fine for cutting and attractive in the border or		
bed. Very hardy and easily grown.		
James Kelway		200
Deep blood red color makes this variety much in demand. All the good qualities of the Pyrethrum	200	
plus a richness of color found in scarcely any		
other perennial. Make your garden dollar go		
farther and buy our plants.		
RUDBECKIA (Cone Flower)		
For tall backgrounds or hardy borders these		
plants are indispensable. Thrive anywhere and their colorful blooms are good for cutting. Free		
flowering and bloom practically all summer.		
Autumn Tints	.55	.33
A wealth of beautiful new autumn shades. Pro-	.00	•90
fuse bloming variety which is extremely hardy.		
Splendid for mixed bouquets. Reaches height		
of 3 feet.		
Newmanii	.55	.33
Stems reach a height of 2 feet and the plant		
bears a wealth of vivid bright yellow flowers		
through late summer and fall.		
Purpurea	.55	.33
The best known of the Rudbeckias. Rosy purple		
petals with quill-like centers which show golden		
crimson tints. Grows 3 to 4 feet tall and blooms		
from July till frost. Order now.		
ALVIA AZUREA (Hardy Meadow Sage)	.55	.33
For profusion of blooms during early autumn		
the Salvia is unexcelled. Tall, willowy stems		
bearing masses of pale blue flowers make them		
ideal for the perennial border or for bed back-		
grounds. Reach 4 feet in height.		

R

Per Half

VARIETY		Half Doz.
SAPONARIA OCYMOIDES (Soapwart)	.55	.33
A trailing vine-like plant which is splendid for		
the rockery. All through May and June plants		
are a mass of pink blossoms.		
SCABIOSA		
Stong growing plant with a profuse blooming		
habit. Hardy in all areas.		
Caucasia (Pincushion Flower)	.55	.33
Do well in any ordinary garden soil. For cut		.00
flowers they are ideal as they last over a long		
period when cut and placed in water. Stems 1½		
to 2 feet long, each topped by a charming flower		
in a soft shade of lavender. Blooms from June		
to September. Should be in every garden.		
Caucasica Perfecta	.55	.33
A large flowering and improved form of this	.00	.00
strain. Lilac-lavender.		
	.55	.33
House HybridsLarge flowering strain noted for the variation	.00	.00
of its colors, which range from light blue and		
lavender to deep blue and silvery white.		0.0
SILENE SCHAFTA (Catchfly)	.55	.33
Very dwarf plant which only grows 4 to 6 inches		
high. Valuable for rock gardens. A profusion		
of pink blossoms from July to October.		
SHASTA DAISY (Moonpenny)		
One of the most widely known of the hardy per-		
ennials. Many new strains present a great im-		
provement over the first introductions.		
Alaska	.55	.33
Probably the best known variety. Slender 40		
inch stems, each topped with a large pure white		
daisy sporting a gay golden disc. Blooms in July.		
Conqueror	.55	.33
Giant flowering variety which comes into bloom		
somewhat later than Alaska, thus prolonging the		
season of your garden. Make excellent cut		
flowers.		
SPECIAL!		
Diener's Double Fringed White	.75	40
Tall growing with strong stems and immense	.10	.40
white blooms which are nearly all double with a		
very attractive fringed edge.		
	9 #0	4.00
Field Grown Plants 25c each	250	1.35
King Edward VII	.55	.33
Flowers of immense size on long graceful stems	.00	•00
make this one of the best cutting varieties.		
Blooms produced continuously from July to		
Septembmer.		
GET THIS EXCEPTIONAL SHASTA DAI	CVI	
		.33
White Goddess	.55	.06
A variety which is fine for rock garden or bor-		
ders. Large flowering and exceptionally free		
blooming. Stems about 18 inches long.		

		Half
VARIETY		Doz.
Grows in fine lace-like form with profusion of misty bluish blossoms. May be cut and dried for winter bouquets. Excellent filler in all flower arrangements. Grows 1 to 1½ feet high.	.55	.33
STOKESIA (Cornflower) Beautiful aster-like flowers with finely divided petals. Prefer a rather sheltered location. Rich green ornamental foliage.		
Cynea Blue	.55	.33
Flowers of clear azure blue borne on stems 1 to 1½ feet high. A fine variety for cutting, attractive in beds or border.		
THALICTRUM ADIANTIFOLIUM (Meadow Rue) Popular for its finely shredded foliage which resembles the Maidenhair Fern. Tiny white flowers cover the plant in June. Grows 2 feet high.	.55	.33
	2.00	
should be in every garden.		
TUNICA SAXIFRAGA (Coat Flower) Ornamental grass-like foliage. Bears small pink flowers in profusion most of the summer. VALERIANA (Garden Heliotrope) Showy heads of brilliant flowers borne on erect	.55	.33
stems. An ideal flower for cutting and for bold		
color masses.		
Rubra Coccinea Brightest scarlet blooms borne on strong stems 36 inches high. Foliage is ornamental and plant is hardy.	.55	.33
VERONICA		
Interesting because of their ornamental foliage and the long flower spikes which resemble grace- ful spires. Very hardy.		
Amethystina	.55	.33
Longifolia	.55	.33
Grows 30 inches high and bears quantites of bright blue flower spikes.		

Gentlemen:

Last March I ordered several dozen plants from your adv. in the February Flower Grower.

To say I was pleased would be putting it mildly. I expected weakly little seedlings and thought I might save 2 or 3 of each kind and thus be ahead of the game for I have lost so many 75e and \$1.00 plants. But when I saw those nice plants with such a nice root system, I couldn't believe it.

Mrs. John W. Browning

DON'T MISS OUR OFFER OF FREE PLANTS SEE PAGE TWO, SEND YOUR ORDERS EARLY.

VARIETY Doz. Doz. VIOLA (Hardy Tufted Pansies) One of the most popular garden flowers. Loved for their dwarf stature, ther colorfulness and their free blooming habit. Unequalled for borders as they bloom continuously 6 or 7 months of the year. .55 .33 Arkwright Ruby Richly colored, ruby-red with velvety sheen. Fragrant and beautiful. .55 33 Jersey Gem Shimmering deep violet-blue color, sweet fragrance and extremely long period of bloom make this an outstanding variety. .75 .40 King Henry Flowers of rich violet-purple with small yellow eye. Each blossom perfectly formed. An improved form of Jersey Gem described above. .55 .33 Waller Franklin Mixture For bedding and gay borders order this colorful mixture of blues and vellows. Order now. YUCCA Filamentosa

Long pointed blades of dark green foliage. Tall erect stems topped with large heads of white blooms. Excellent for specimen plants.

SPECIAL! FREE PLANT OFFER

We will send you FREE two dozen, your selection, of any of the plants described in this folder, retailing at not more than 55c per dozen, with every order of ten dozen or more selected from this list. Send your orders early.

When orders are given early, shipments will be made at proper time.

FOR YOUR HERB GARDEN SPECIAL!

Peppermint and Spearmint Roots

We have a nice stock of well developed roots of these two plants which we are offering this year. Start your herb garden now. In the future we will offer many more herbs which will enable you to complete your garden. Your choice 55c per doz. (may be $\frac{1}{2}$ dozen of each.)

Per Half

Richards Gardens, Plainwell, Mich.

Gentlemen: I had the good fortune to purchase from you last spring several dozen Pacific Hybrid Delphiniums. At that time I was told that these seedlings would give a good account of themselves and they did. gloriously. I had spikes to grow as tall as I am, 5 ft. 10 in., and flowers to cover 3 feet of the stem. Is this an unusual result? I gave them well rotted cow manure and peat moss when planting and only two applications of Vigro during the summer. Nothing more. They made a brave show up until Armistice Day. Another thing I want to point out is their resistance to fungus. I only sprayed the bottom leaves three times all summer and I don't believe that was necessary. I have never seen nor heard of delphinium so hardy and so productive. The blooming period went right through the summer without the slightest interruption up to November 11. I cannot say too much for your plants because they have completely exceeded my wildest imagination and dreams.

20

Best of the Newer Introductions in Field Grown HARDY PHLOX

No flower will lend more color and beauty to your garden than a planting of Hardy Phlox. They thrive under average conditions, bloom freely over a long period of time and are equally satisfactory when used for bed or for borders.

We are growers of Phlox and have an unusually fine assortment of field grown plants. These are one year plants, the best size for transplanting. All are well rooted and have bloomed in our fields so we know they are true to name. Phlox will start blooming early in July and continue all through August into September. Remember all of our plants are superpacked, sent prepaid and guaranteed to reach you in good condition.

WE OFFER THE FOLLOWING VARETIES

AFRICA

Lustrous deep carmine red with darker eye. Sturdy grower with well developed trusses.

BLUSHING BRIDE

Color which fits its name. Deep rosy pink with red eye. Exceptionally large flowers on tall erect stems. A splendid new variety.

BORDER QUEEN

Dwarf variety particularly good for foreground plantings. Massive well formed heads. Deep watermelon pink.

COUNT ZEPPELIN

Strong growing, free flowering sort of pure white with vivid red eye.

DAILY SKETCH

One of the best introductions of recent years. Immense flowers of light salmon pink with carmine eye. One of the tallest growing phlox and has been acclaimed as "sensational" by all phlox lovers.

E. I. FARRINGTON

A phlox of distinctive beauty. Flower trusses are extremely large and color is a delightful salmon shade with slightly lighter eye.

GEORGE STIPP

A strong grower with excellent foliage. A truly oustanding phlox with a glowing salmon-pink coloring and prolific blooming habit.

LILLIAN

One of the most distinctive new phlox ever introduced. Unusually large trusses with massive individual florets. Color is a charming soft pink with silvery glints. A strong, sure grower with long blooming season.

MIA RUYS

A dwarf variety which bears large heads of pure white flowers.

FIELD GROWN PHLOX (Continued) MISS LINGARD

The most popular white phlox. Starts blooming early and continues over a long period. Faint pink eye adds to beauty of blossoms.

MORGENROOD

The glorious rosy red of sunrise. Very striking for colorful beds and noted for its sturdy growth combined with exceptional blooming qualities.

PAINTED LADY

Much loved for its shimmering silvery-pink color and deep red eye.

SPECIAL

P. D. WILLIAMS

A new introduction noted for the large size of its individual florets and the abundance of its bloom. A rich deep pink color makes it an excellent bedder. Fine for cutting.

Heavy Rooted Field Grown Plants, 30c Each; \$3.00 Per Dozen.

R. P. STRUTHERS

A long time favorite. A strong grower and has a wealth of bright red blooms. Especially good in masses.

RHEINLANDER

Another old favorite. Tall growing, beautiful salmon-pink flowers.

SALMON GLOW

Teamed with Dailiy Sketch this variety has swept to a high place in the phlox world. Its robust growth and blooms of deep salmon recommend it to all:

THOR

Has stood the test of time and still ranks as one of the best. Deep salmon-pink with a peculiar scarlet color tone. Prolific bloomer and strong grower.

VON LASSBURG

One of the most colorful and sturdy growing red phlox. Medium growing. Good bedder.

WM. KESSELRING

One of the better new phlox. Rosy purple with distinctive white eye. Good foliage and vigorous grower with exceptionally free blooming habit.

Your choice of above, each labelled, well packed and guaranteed to reach you in good condition. 20c EACH OR 12 FOR \$2.00 POSTPAID Unless Noted Otherwise

10 Phlox, all labelled, our selection, for \$1.00

My dear Mr. Richards,
The delphiniums I purchased from you are just gorgeous—tall, stately, well colored and healthy. A written bouquet will not hurt you.
Mr. and Mrs. E. M. Clark, Pres. Ferris Institute

Special! 'Baby Phlox'

These are well established crown or root cuttings which will grow in your gardens and produce some bloom this first year. Make Your Garden Dollars Buy More by ordering some of these fine Baby Phlox. Due to the fact that these are grown in cold frames outdoors they will not be available until May 20th. We cannot accept orders for them after June 15th, so hurry in your order and plants will be sent to you parcel post prepaid as soon as they are ready to transplant. We offer the following outstanding varieties:

ing varieties: AFRICA-Deep carmine red with darker eye. Sturdy grower. BLUSHING BRIDE-Deep rosy pink with red eye. BORDER QUEEN-Dwarf. Pink. Good for foreground plantings. BRIDESMAID-Novelty Phlox. White with red eye. CHEVALIER—One of the best new Phlox. Flashy red. COUNT ZEPPELIN-White with vivid red eye. Strong growing. DAILY SKETCH-Tall. Large salmon pink with carmine eye. E. I. FARRINGTON-Salmon shade, lighter eye. Large trusses. ENCHANTRESS-Rich deep pink, noted for large blooms. EUROPA-Clear white with red eye. Free bloomer. GEORGE STIPP-Strong grower, salmon-pink. Prolific bloomer. LILLIAN-Extremely large trusses. Soft pink with silvery glints MIA RUYS-Dwarf variety bearing large pure white flowers. MILLY VON HOBOKEN-Watermelon pink with dark eye. MISS LINGARD-White Phlox, with faint pink eye. MORGENROOD-Rosy red. Striking for colorful beds. MRS. JENKINS-Beautiful clear pearly white. PAINTED LADY-Silver pink color and deep red eye. RHEINLANDER-Tall growing, beautiful salmon-pink flowers. ROSEA SUPERBA-Light pink with red eye. Large florets. ROSENBURG-Rich French purple. Prolific grower.

ROYAL PURPLE—Deep and lustrous satiny purple.
R. P. STRUTHERS—Strong grower; wealth or bright red blooms
SALMON GLOW—Robust growth. Blooms of deep salmon.
THOR—Deep salmon-pink with peculiar scarlet color tone.
VON LASSBURG—Medium growing red Phlox. Good bedder.
WM. KESSELRING—Rosy purple with distinctive white eye.

Your choice of above, 6 of one kind for 60c; 12 of one kind for \$1.00. 15 Mixed, Unlabelled, Our Choice, \$1.00.

ANNIE LAURIE—One of the best new reds. Sturdy grower. BARON VON HEECHERON—Deep reddish pink with dark eye. C. SCHNEIDER—An outstanding coral shade. Good for massing. ETHEL PRITCHARD—Rich bluish violet which blends well. JULES SANDEAU—Bears large heads of deep rich pink. MOONLIGHT DREAM—Beautiful creamy white. Good grower. MRS. SCHOLTEN—Very free blooming red. Sturdy and hardy. NANA COREULA—Rich pink with lavender tinge. Good grower. NICOLAS FLAMMEL—Bright orange red for colorful beds. P. D. WILLIAMS—New and a splendid dark pink.

STARLIGHT—Rich medium purple with a star shaped white eye. TIGRESS—The new coral-salmon shade. Prolific bloomer.

Your choice of above, 6 of one kind, 75c 12 of one kind for \$1.35.

Closeup view of a few of our thousands of White Galahad, Pacific Hybrid Delphiniums.

Richards Untransplanted Perennials are 1941's Greatest Values for Gardeners.

RICHARDS GARDENS

PLAINWELL, MICHIGAN

To

Sec. 562, P. L. & R.

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